

BIG ENGINEERING PROJECTS INSTITUTED DURING PRESENT YEAR WILL COST BILLIONS

Private and Public Feats Show New Era in Construction of Canals, Reservoirs and Buildings.

New York, Dec. 28.—The year just drawing to a close has been remarkable in the number of notable engineering projects instituted or now well on their way to completion. And of this category of engineering feats, both private and public, New York City and State have taken a prominent place.

Among these are the irrigation projects of the United States government, the Panama Canal, the immense new fresh water reservoir of New York City, the enlargement of the Erie Canal, the erection of the Grand Central station, and the building of the Woolworth Building to carry out the new subway which are to be built in New York. The total expense that will have been incurred when these great projects have been pushed to completion will run close to \$1,000,000,000.

By reason of its influence on the world's traffic, as well as the engineering difficulties involved, the Panama Canal easily takes precedence over the other construction jobs named in the matter of importance. This great water highway between the Atlantic and the Pacific oceans was practically completed on May 4, 1914, when the United States took control of the canal region. It is now nine-tenths completed, and will have cost approximately \$100,000,000 when the great locks are opened to ocean traffic during the latter half of 1915.

Immense Office Building. In point of unique construction, the new Woolworth Building now nearly completed in New York City perhaps is next. This structure, rising sheer 233 feet from the street level, has the distinction of being the tallest habitable building in the world. It is alone surpassed in height by the Eiffel Tower, Paris, France, which is 95 feet high, but is nothing more than a web work of steel. The Woolworth Building has cost about \$14,000,000. It weighs about 300,000 tons, and will have a floor space available for office use of nearly three acres.

Aside from its unique features, however, the New York project that most closely approaches the building of the Panama Canal in magnitude is the construction of the immense reservoir and aqueduct through which the city of New York will in 1916 be provided with fresh water. Work on the reservoir was commenced practically on June 3, 1905. A year and a half later the actual building of the reservoir began in earnest. The reservoir is located in the heart of the Catskills, the highest of the Adirondack mountains, and is situated between two mountains to form a lake 1700 feet in depth, which will supply fresh water to the city of New York over 200 miles in length at its highest part.

To connect this reservoir with the city, a tunnel 10 miles in length is being constructed. This tunnel, known as the Croton tunnel, will be situated between two mountains to form a lake 1700 feet in depth, which will supply fresh water to the city of New York over 200 miles in length at its highest part.

Traced Back to Israelites. Divination and Occultism Have Played a Part in Producing the Modern Game. The origin of playing cards is lost in a dim and obscure past, and their authentic history can only be traced as far back as the fifteenth century. Various theories have been brought forward as to the origin of the game, but the most widely accepted is that it came from the East, and that it was introduced into Europe by the Crusaders.

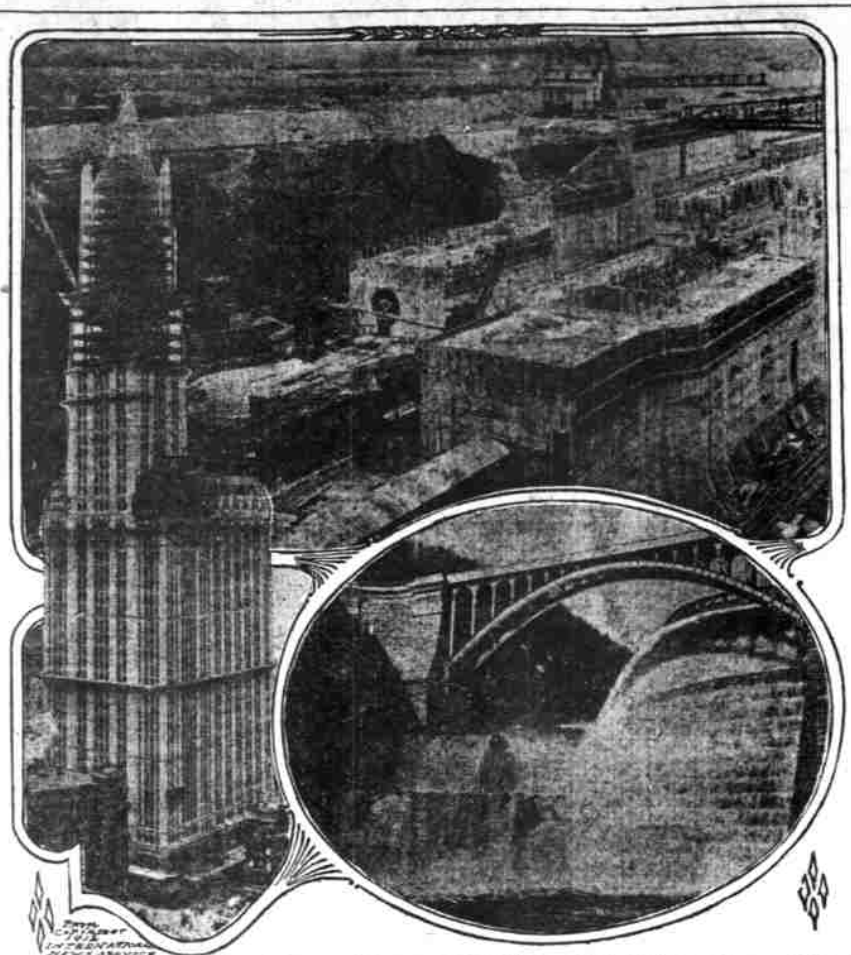
Numbers that Were Ideas. The earliest cards were the Tarot, and they are supposed to have been the invention of Jacques Gringonneur, a troubadour and cabaretier, who was probably of Jewish extraction. The Tarot packs extant in Europe belong to an Italian origin, and the Tarot cards, which were used for divination, were introduced into Europe by the Crusaders.

Royal Gardeners. England's Royal Gardeners. The King of England encourages him to take an interest in farming. Each one has his own plot at York Cottage. This is carried on to such length that Prince Henry, the third son of the royal pair, just a little shaver and a pupil, has a small garden at his school.

King George is fully persuaded that gardening is the most invigorating pastime in the world, and that if more men would devote an hour or two each day in their gardens there would be fewer complaints of liver trouble and less need for physical culture of an artificial nature. And, what is more to the point, he lives up to his teaching. For within the past year he has been known to take a spade and dig vigorously for some time.

Queen Mary's interest in gardening is almost exclusively directed to the cultivation of roses, which are her favored flowers. Her private rooms contain large bowls filled with these fragrant blossoms all the year round. Boxes of them are imported from France, where she has favored flowers. Her private rooms contain large bowls filled with these fragrant blossoms all the year round.

Another hobby of King George is to grow both flowers and vegetables in a hothouse. He was one of the first English monarchs to give directions for the French system of "intensive" culture of vegetables to be tried upon a large scale. These have turned out so satisfactory that a considerable quantity of supplies for the royal table at present is cultivated at Frogmore in this manner.



Above is a view of the Miraflores Locks, one of the wonders of the Panama Canal. The Canal, when completed, will cost \$100,000,000. The circular cut shows the Croton Dam, a portion of the greatest water supply system in the world—the Catskill Aqueduct—which supplies Greater New York with her water, although it is figured the system will not be entirely completed until 1920, the cost to the city of New York is now estimated at \$150,000,000. On the left is the highest building erected in the world—the Woolworth Building, in New York, which towers the city with its fifty-five stories. This private enterprise cost \$14,000,000.

ANCIENTS KNEW ALL ABOUT CARDS

Their Early Use Remains Shrouded in Obscurity Despite All Research.

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ABOUT PEOPLE YOU KNOW Along Auto Row

Irvin Donohoe has secured the Washington agency for the Jeco line of soap and polishes.

The Chapin-Banks Company equipped two of their trucks with Motz tires last week. The tires were put on an electric delivery wagon and a Wilcox truck.

F. N. Prendergast, manager of the Foss-Hughes Company's Washington branch, spent Christmas Day in Providence, R. I., his former home.

R. G. Oliver, Eastern sales manager of the Planders Motor Company, was in the city last week.

The annual meeting of the Automobile Club of Washington will be held Saturday evening, January 4, in the Hotel Grafton. The meeting is scheduled for 8 o'clock sharp, and members are urged to be present. Following the election of officers for the coming year, the disposition of the Georgia Avenue clubhouse will be discussed.

William P. Barnhart went to Philadelphia early Saturday morning to be present at the wedding of his brother Paul to Miss Gladys Southerland, of that city. The ceremony was performed at the home of the bride's parents at high noon yesterday.

Jack Earle, Oakland agent, is in Detroit.

R. B. Ferguson, representing the National Motor Vehicle of Indianapolis, Ind., was a visitor in the city last week.

The various exhibitors at the automobile show and the automobile editors of the Washington newspapers were the guests of the Washington Automobile Dealers' Association at a banquet given in the Commercial Club's private banquet hall Friday evening. After an excellent spread there was a brief business session, during which committee reports were heard.

It is rumored along auto row that Norman Bowler will again handle the Warren in this city. The Eastern representative of the Warren Motor Car Company is expected to arrive in this city some time during the coming week, at which time the new deal will be put into effect. The Warren Motor Car Company, headed by Charles Klappmeyer, who succeeded Mr. Bowler last spring, handles the line at present.

Irvin Donohoe, the well-known auto accessory dealer, was elected a member of the Washington Automobile Dealers' Association at the last meeting, held Friday evening.

S. S. Green, local Firestone salesman, was married yesterday in Baltimore to Miss Nan Mertz. The ceremony was performed in the Cathedral.

AUTO DELIVERIES.

The Dupont Garage Company reports the delivery of a Hudson "Six" to A. A. Chapin.

A Baker electric coupe was delivered to Mrs. William A. Mearns by the Cook & Stoddard Company last week.

The Cook & Stoddard Company reports having delivered the following cars during the past week: Ford touring cars in the city—Charles F. Fisher, N. W. Burrell, Rev. Herman B. Fisher, N. M. Minnix Company, H. G. G. ridge, Dr. R. A. Pyke, M. C. Weaver, Representative Joseph Howell, and the Potomac Electric Power Company. Delivery wagons in the city—Joseph J. Caylor and Sidney West. Touring cars out of the city—John M. Lyell, Rockville, Md.; J. F. Keckner, Rockville, Md.; G. G. Lane, Culpeper, Va., and J. Howard Cather, Winchester, Va.

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ENGLAND LIKES OUR 1913 AUTOMOBILES

American Consul at Birmingham Says Pupil Is Now Teacher.

American automobiles have a promising future ahead of them in the foreign field, is the prediction of Hon. Albert Halstead, American Consul at Birmingham, England, who returned for a brief visit to the United States last week. Mr. Halstead's discussion of the automobile question, as it is related to foreign business, is considered extremely important, in as much as his post is located in the heart of the British industry.

"Foreign makers dislike to admit the influence America has exerted upon the automobile trade abroad in the past few years," said Mr. Halstead, "and especially that American imports and dealers, at least in the United Kingdom, have caused an entirely new departure in construction."

"When Charles Y. Knight brought his brilliant departure in engine design to England, some five years ago, it was scoffed at, perhaps because people could not appreciate that anything worth while could come from a country that had been rather a pupil than a teacher in the automobile domain."

"The success of this American invention doubtless had influence in preparing the field for the successful introduction of American cars, a success that has been largely dispelled by intimate contact with the article itself, and it is becoming less difficult every day to sell the American car abroad."

The best evidence of the recognition of the correctness of the American motor car methods is the fact that one of the largest English manufacturers has struck out boldly for 1913 producing a motor car that is a masterpiece of American lines. And others will undoubtedly follow his lead.

"The balance sheets of the various English motor car concerns reflect a most healthy condition of business in England for the British manufacturer, despite the introduction of American cars. In fact, the engineering trade of Europe is active almost beyond precedent, and the volume of trade is accordingly reflected in the tremendous demand for high-grade steels which are more difficult to secure. Skilled mechanics were probably never more fully employed, and the automobile industry is very largely responsible for this condition."

"It is also impossible to meet the demand for machine tools of American and other makes, and the filling of orders in most lines is much delayed."

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AUTOSHOW SPACE NEARLY ALL GONE

End of Next Week Will Find Every Inch of Space Contracted For.

SUCCESS IS NOW ASSURED

Rare Treat in Store for Those Who Delight in Motor Cars.

By WILLIAM ULLMAN.

With the date set for the auto show some five weeks distant, practically every detail to be handled in connection with the exhibition has been attended to. There are yet a few spaces to be sold, but it is anticipated that these will be gone another week or so around. Many dealers have been unable to determine what their factories are going to do for them in the way of supplying cars.

At a meeting of the auto show committee held in the Commercial Club Friday evening, reports were heard that assure the promoters a measure of success undreamed of, which had a tendency to send those present homeward bound in a happy frame of mind.

Chairman Roberts, of the reception committee, has plans under way which, when consummated, will tend to make the opening day of the show a red letter day in automobile showdom, and be the means of bringing many thousands of visitors to the show who probably would not attend.

Plans for advertising the show have been perfected and the committee in charge of the publicity work was instructed to go ahead. A liberal fund was appropriated for this purpose which will insure the show receiving wide publicity. The window cards, designed by L. J. Henderson, of the publicity committee, have been sent out. It is in five colors and depicts one of the fair sex at the wheel of a racy runabout, a large truck in the background, and announces the date and the price of admission, as well as the fact that the United States Marine Band will furnish music for the occasion.

Many applications for membership in the association, which is promoting the show, were received and favorably passed upon.

The committee in charge of the all-week carnival, which event is to immediately follow the Convention Hall show, and which will be in the nature of a reception in the showrooms of the various dealers, are hard at work planning some unique features for the carnival. Carnival week will be ushered in by a monster motor car parade which promises to be the foremost event of similar character ever held in this city.

A meeting of the carnival committee will be held early next week, during which the full programme will be outlined. It is expected that during the carnival week many of the dealers will stage "stunts" in their showrooms for the entertainment of visitors not down on the regular programme.

Every auto and auto accessory dealer in the city is taking an active interest in the show, and many of them are preparing to indulge to their heart's content in their favorite pastime. Not only will they stage "stunts" in their showrooms, but they will be exhibited in gorgeously decorated showrooms that the visitor will depart from feeling as if an evening had been spent in Fairyland.

AMERICAN WOMEN PRAISED BY PRINCE

Princess Caraculova, of Italy, after eight months in America, is writing a book about what she has seen. He devotes several chapters to American women, saying among other things, "You American women are the best standard of femininity. You have been gifted lavishly by Dame Nature, your gift of charm, grace, and attractiveness in your presence it is impossible not to become dizzy, realizing the power you hold over the men."

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HEADQUARTERS FOR ROLLER SKATES. ALL THE BEST KINDS AT 75c TO \$4. BARBER & ROSS, 11th and G Sts.

OLDSMOBILE AGENCY

M. T. POLLOCK, 1818 Connecticut Avenue N. W. Phone M. 1207-8.

Bicycles \$17.50 to \$50.00

All guaranteed. You may have choice of any saddle or handle bars.
E. P. HAZ ETON
420-31 10th St. N. W.

Cut out this ad and receive \$1.00 discount on any bicycle. Open evenings. Phone M. 828.
We Give Votes in The Herald's \$25,000 Contest.

AUTO MEN PUBLISH CONVENTION DATA

Book Gives Principles for the Proper Conduct of Auto Business.

What is believed to be the most comprehensive discussion on intensified salesmanship and advertising for the retail automobile merchants is the proceedings of the General Sales Convention, which has been issued by J. J. Cole, the originator of the convention idea, which resulted in the formation of the Automobile Sales Association. This organization meets every year in Detroit.

The book is a full discussion of the selling of motor cars to-day and the methods that the automobile dealer should take in handling the sale of cars, how to properly advertise them, and work with a viewpoint of pleasing his customer and, at the same time, to make money.

Summed up, the book gives principles for the proper conduct of the automobile business, taken from the opinion of some of the most successful men in the automobile advertising and other lines of business, the whole being backed up by intensified salesmanship and advertising. The principles are:

Helping the dealer to form a money-making sales organization with truth as the nucleus of a sales talk.

Advising all automobile dealers to cooperate in the establishment of a local exchange or clearing house for second-hand cars.

Backing up the local dealer by advertising along intensive lines in newspapers.

Following up national advertising campaigns by the use of local advertising.

Advising the employment of smaller territory backed up by the use of more week-end sales effort, because of the proved efficiency of this method in other industries.

The convention was held in October, automobile dealers and manufacturers from all over the country attending. Extracts from the book are as follows:

C. P. Kettering, of the Delco Electric Lighting, Starting and Ignition plant, said:

"When Billy Smith says: 'I have all kinds of trouble with tires,' just make him understand that he could not do without them. Show him that if he did not have them, the car would be a trouble more than you. If you can get that fellow to recognize that these things he looks upon as utterly bad are really the good things about it, he will begin to look at them in a different way. You will find that he will grow from a growl to a smile."

Leroy Pelletier spoke on sales and advertising. Briefly, he said:

"There is nothing that so absolutely destroys all possibility of a sale as to have a person come into a show room, who occupies the front part of the store, and hear a car back there spitting out two cylinders, a thing like that is going on, the customer goes back to see what is the matter, and the dealer hurries after him, and says: 'No, that is not the car I want you to see; this is the one I want you to see.' This is the one I want to see," says the customer, and the effect is bad."

J. J. Cole, in reference to the automobile business as a game, said:

"The automobile game is a game. In its place stands a young and powerful industry. Up to this time automobiles have been shipped, and ordered, and delivered—but not sold."

"I believe that the dealer does all we let him do, or encourage him to do. I believe that the dealer is the most important single factor in the automobile industry."

"The automobile game—the time of speculation in automobiles has gone. In its place stands a young and powerful industry. From now on, automobiles must be sold along the same scientific lines which prevail in all other industries."

"The idea of helping the dealer to master his problems is worthy of the best efforts of the industry. This is the first time in history that this sound, practical method has been agreed on, and I, for one, want to repeat that salesmanship is one of the most important factors in the automobile industry."

William Hoyd, of the Curtis Publishing Company, said about advertising:

"John W. Moore, dean of American automobile editors, brought out some pertinent truths about newspaper advertising, saying:

"Now when you sell cars you want to be a good seller yourself. If you are big enough you employ a salesman, but every man and dealer in the United States needs one salesman and he can't get along without him, and that is the daily newspaper."

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